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Total No. of Pages : 02

Total No. of Questions : 09

B.Tech.(ME) (E-I 2011 Onwards) (Sem.-6)
PRODUCT DESIGN AND DEVELOPMENT
Subject Code : DE/ME-3.0
M.Code : 71262

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- (a) What is the meaning of unity and variety in visual design?
- (b) What are visual communication aspects of product graphics?
- (c) What is the meaning of product detailing?
- (d) How colour of a product is related to traditions?
- (e) What do you understand by Form transition?
- (f) What type of detailing is required for a plastic product design?
- (g) What is difference between temporary and permanent joints?
- (h) Why aesthetics is important for a product?
- (i) What are manufacturing aspects of product development?
- (j) What do you understand by fastening and joining details?





SECTION-B

2. What is the role of colour, balance and proportion in visual design? Explain with the help of examples.
3. What are various elementary forms? Explain their significance in design.
4. Discuss basic principle of graphics design.
5. What do you understand by product promotions? What is its necessity?
6. *"A designer plays an important role in product development"*. Justify this statement with your answer.

SECTION-C

7. What is the meaning of product details? What details are required for a product to be fabricated from sheet metal?
8. What are the various methods to improve the aesthetics of a product?
9. Explain different methods of product promotion.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

